

KRC RESEARCH

Our Insight *Your Breakthrough*

FINANCIAL SERVICES

KRC Research is a leader in communications research for financial services. Our research supports consumer education campaigns, drives messaging for corporate communications and product marketing campaigns, provides platforms for thought leadership and visibility in both the trade and popular media, and delivers information on consumer usage and attitudes toward financial products, services, and issues.

Recently, KRC Research has conducted research to:

- Develop the *Help With My Credit* campaign, sponsored by a coalition of major banks and payment companies, and designed to assist consumers in navigating the financial crisis;
- Design an award-winning national campaign to educate consumers on federal deposit insurance (*PR Week's* Public Sector Campaign of the Year in 2009);
- Help a government agency convert consumers who regularly receive government payments from paper checks to direct deposit;
- Inform a global payments company on how to effectively reach small business owners in multinational markets through the media;
- Help a large national provider of tax preparation services understand its franchisees' concerns and needs during a controversy that threatened the company's reputation and business;
- Develop an integrated campaign to encourage small business taxpayers to switch to electronic payment of their taxes;
- Assist a large payments company in developing products and services to meet the needs of America's "unbanked" population;
- Revitalize the product offerings of a major American bank;
- Support a consumer education campaign on automobile finance—assessing consumer awareness, testing messages and materials, driving media attention, and tracking impact over time;
- Draw attention to the growing use of debit cards in Europe and around the globe;
- Track and monitor the reputation of a major insurer, identifying priorities for improved communications;
- Design messages and materials that would be effective in recruiting new workers to a growing financial service company's service centers;
- Position a major employee benefits company as a thought leader on retirement security, by conducting and publicizing a series of surveys among employees and employers.